

European Partnership on Health Innovation

A multi-sectoral public-private partnership to maintain Europe at the forefront of medical innovation for the benefit of European citizens and healthcare systems

Going the extra mile: an integrative approach towards breast cancer prevention, diagnosis and care

BREAST CANCER OVERVIEW

Much has been achieved in breast cancer therapy in recent years:

- 1 Increased survival rates thanks to early detection and more targeted therapies
- 2 High awareness across Europe, with prevention forming an integral part of many national policies

In Europe, breast cancer remains a frequent cause of death, claiming the lives of more women on the continent than any other cancer.

98,735 WOMEN IN THE EU LOST THE BATTLE WITH BREAST CANCER IN 2018

Across the EU, breast cancer care needs to be improved, by focusing R&I on:

- Timely screening, diagnosis and care
- High-quality and innovative treatments
- Digital solutions for disease prevention and management
- Access to and use of real-world research data

PUBLIC-PRIVATE PARTNERSHIP ON HEALTH INNOVATION

European healthcare is at crossroads, with breast cancer diagnosis and care as one of its top challenges. At the same time, technological and scientific advances present significant new opportunities for innovation. Only a cross-sectoral partnership bringing together stakeholders along the patient's journey can make significant progress towards unmet health needs like breast cancer.

Five industry associations representing pharmaceutical, biotech and medical technologies industries operating in Europe (COCIR, EFPIA, MedTech Europe, EuropaBio and Vaccines Europe) have come together to work on a Strategic Agenda for Innovation in Healthcare. This Agenda falls within the framework of the proposed European Health Innovation Public-Private Partnership (PPP) under Horizon Europe. The examples here serve to illustrate areas of action as outlined in the Strategic Research Agenda but do not express a commitment to future projects, nor exclude other potential activities to address major challenges in this disease area.

BREAST CANCER CHALLENGES IN EUROPE

Timely screening, diagnosis and care

In some member states, it takes up to six months for a patient to receive a diagnosis (mammography or biopsy) and then up to another three months to commence treatment

High-quality and innovative treatments

Industry reinvests a significant profit share into R&D. However, it still takes a long time for innovation to reach European patients – if it reaches them at all

Digital solutions for disease prevention and management

Many breast cancer patients feel that they are not offered enough time with their doctors, and they often feel left alone with their diagnosis

Access to and use of real-world research data

Within health systems, data is not shared quickly and efficiently enough. Electronic patient files are only implemented in a few countries, and in many member states it is not yet possible to appropriately monitor patients and thus assess their therapies

CONTRIBUTIONS FROM PUBLIC AND PRIVATE PARTNERS



Research into improving screening access, the application of radiomics (image data analysis via algorithms) and genomics to help better characterize a tumor, and identifying the right treatment pathway

Invest time and research into smooth processes along the clinical pathway in order to lead patients to the most appropriate treatment mix



Support investment in comprehensive, innovative breast cancer therapies that look at personalized solutions dedicated to the individual patient

Assess new and promising therapies (e.g. immunotherapy / adaptive radiotherapy), improve efficiency of regulatory approval, and enable patient access to innovative solutions

Improve market access pathways thanks to the proximity and cooperation between industry, regulators, HTA, and reimbursement agencies



Apply and provide new technologies to help patients manage symptoms and the side effects of therapies, and to communicate with their doctor

Further develop and adapt existing digital solutions to include all modes of treatment, as well as pre- and post-treatment care for all forms of breast cancer to empower patients

Foster the adoption of AI-supported decision systems for better diagnostics and therapy

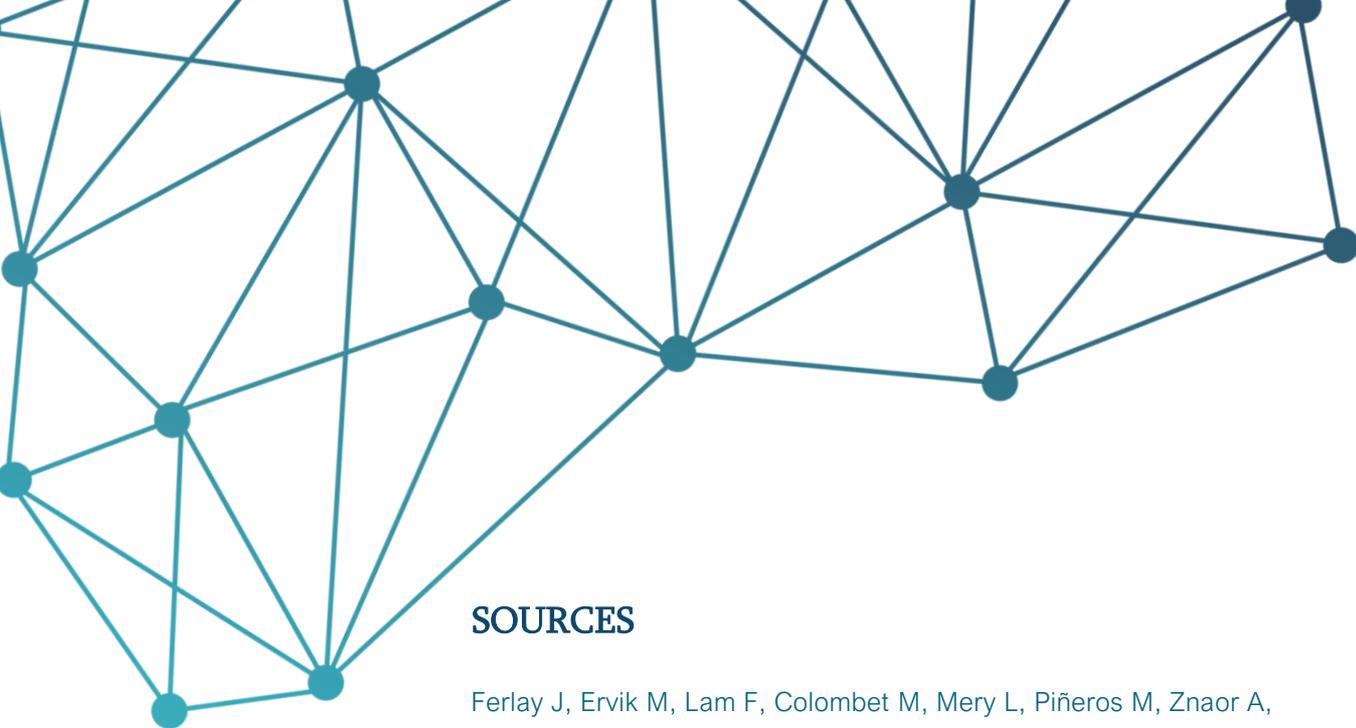


Establish greater use of evidence-based systems in breast cancer care delivery

Inquire into how to re-engineer the way data is collected, used and assessed

Bring together partners from across Europe that will find the most suitable solutions for breast cancer care – and transfer knowledge to other indications

Develop better data interoperability, data regulation and standards



SOURCES

Ferlay J, Ervik M, Lam F, Colombet M, Mery L, Piñeros M, Znaor A, Soerjomataram I, Bray F (2018). Global Cancer Observatory: Cancer Today. Lyon, France: International Agency for Research on Cancer. Available from: <https://gco.iarc.fr/today>, accessed [30 October 2018]. Statistics for Europe are based on WHO Europe region of 53 countries. Data for Andorra, Monaco and San Marino are not included

ScienceBusiness. The Life Savers. The value of medical and digital health technology in breast cancer care. <https://sciencebusiness.net/report/life-savers-value-medical-and-digital-health-technology-breast-cancer-care>.

